

**The Business  
Center  
of Norwich**

We hail the opportunities afforded by "Merchants' Week" to greet many of our friends and patrons who live outside the boundaries of Norwich. We keenly appreciate the many pleasant bonds, which the years have forged, between The Boston Store and those whom it has been our pleasure to serve. We have provided many special values for this occasion. We have great Autumn and Winter stocks ready for your choosing, but whether you buy or not, we want to ask you to come in and make yourself known--we wish you to realize, in a friendly way, as we do, the close dependence the Norwich merchants' place upon the friends who are scattered over this wide territory. Make use of our Rest Room, our Telephones and all the conveniences we offer, and realize that we are not only a store, but an integral part of the life of Eastern Connecticut, here for friendly purposes as well as selling.

In the Ready-to-Wear Department we have made a sincere effort to show how, by the expenditure of reasonable sums, the best styles of the season may be yours. The Boston Store has gathered a very complete showing of Suits, Coats and Dresses, in the most favored materials and colorings, and of superior workmanship. It is not a matter of expense—for during this Merchants' Week good clothes may be had for very little. Let us show you the resources of this store to help you to proper attire at a minimum cost.

A circular vignette illustration of two figures in historical costume. The figure on the left is a woman wearing a dark, wide-brimmed hat with a large circular ornament on the side, a dark cloak over a light-colored dress, and a large white bow at the waist. She is looking towards the right. The figure on the right is a man wearing a tall, ornate hat and a patterned, possibly plaid, tunic or coat. He is looking towards the left. The entire scene is enclosed in a simple circular border.

**LADIES' KID GLOVES** in tan, black, all-white and white with black embroidery. Gloves of this quality should sell for \$1.25 a pair. Two-clasp length.

**Merchants' Week \$1.00.**

**ONE-CLASP CAPE GLOVES**—splendid for Fall wear, worth \$1.25.

**Merchants' Week \$1.00.**

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COLUMBIA GERMANTOWN in 4 or 8 fold—GERMAN KNITTING YARN, SAXONY, FLOSS, LADY JANE, SHETLAND WOOL, PRINCESS WOOL, SUPERFINE CROCHET WOOL for baby garments.

*The Reid and Hughes Co*